

Attorney Docket: 2588/102

Idea Management**Abstract**

5 A system, method and computer program product for idea management and
development of a structured idea. The methodology includes obtaining a
structured response over a computer network from an employee of a business.
In certain embodiments of the invention the system and method may be
employed without the use of a computer network. The structured response is
10 developed through a series of templates in which the employee enters
information into a template. From the responses in the first template a second
template is selected. The second template may request information regarding the
financial consequences of implementing the idea. Once the structured idea is
developed through the series of templates a routing decision is made by the
15 server. The server determines one or more members of the business
management to whom the idea is routed based in part on information entered by
the employee in the templates.